

real

The ultimate road
map for changing
brokerages.

LUXE
AT THE REAL BROKER, LLC

THE TEAM



CONNIE ALEXANDER JACKS, BROKER

Connie serves as the CEO of The LUXE Group at The Real Broker, LLC. Connie brings 25 years of Real Estate Experience to the team. She is a Founding Member of The Real Luxury Division at The REAL Broker and holds the Certified Luxury Home Marketing Specialist Guild Elite Designation. She also serves as the Designated Broker for REAL in Alabama and delights in helping real estate agents grow their business.

Connie lives in Greystone with her husband, Steven, and two sons, Amos and JonRoss.

STEVEN JACKS, REALTOR®



Steven serves as The Director of Luxury Sales for The LUXE Group. Steven graduated from Birmingham School of Law and brings a wealth of knowledge to the team.

Steven is passionate about helping agents develop their skillset on the team and helping families in Alabama buy, sell, and invest in their future through real estate.

LUXE

AT THE REAL BROKER, LLC



The LUXE Group at Real Broker, LLC is a dynamic team of agents and coordinators from diverse backgrounds, bringing a fresh approach to the real estate industry in Birmingham, Alabama.

In partnering with Real Broker, we offer a business model that's all about your success:

- Empowering Business Model – Enjoy generous splits, multiple income opportunities, and ownership options for a more secure future.
- Cutting-Edge Technology – Manage your business effortlessly from anywhere in the world.
- Supportive Agent Community – Be part of a kind, purpose-driven network focused on your growth.

With access to daily live learning through Real Academy, mentorship programs, and mastermind groups, we ensure your success is supported every step of the way.

Real benefits include:

- + Health Insurance
- + Real Retirement
- + Willable Revenue Share
- + One Real Impact (Agent Assistance Fund)

There's no better time to join The Luxe Group at Real Broker, and we're honored you're considering us!



WHAT TO DO WHEN CHANGING BROKERAGES

1. Set a target transition date
2. Confirm your state's license transfer process and plan accordingly.
3. Start to strategically work with clients, obviously always keeping their best interest at heart but understand that if someone can wait a few weeks to list their home it may be in everyone's benefit to wait until the transition has been complete.
4. Download your contacts and leads from all platforms into a CSV file and save for upload to your new CRM. Please do this prior to notifying your broker of the change, as some will 'refer' all of your leads to other agents at the office upon notice. Do not take leads or export leads that are considered company, team or brokerage leads. Do the right thing.
5. Items to design, order and have in hand for the target transition date:
 - Business cards (digital and paper)
 - For Sale and Open House signs
 - Listing and Buyer Presentations
 - Basic Marketing Materials used on a regular basis including generic social media templates for just listed/just sold/coming soon/open house campaigns/open house flyers.
 - Announcement social media campaign designed (video, text, graphic, whatever your style is)
 - Announcement letter to mail to your highest quality clients (you may also want to schedule a day to call your VIPs).
 - Updated bio to copy and paste to all platforms.
 - Updated CRM Newsletter and other Drip Campaigns scheduled or old ones at least stopped prior to the transition date.
 - Adjust timing/Update Auto-mailer/ post card campaigns

CONT'D

6. Transition date for Bio change to do list:
 - realtor.com
 - zillow.com
 - LinkedIn
 - Instagram
 - Facebook Personal
 - Facebook Business Page
 - Twitter
 - Pinterest
 - YouTube
 - If your State website has a bio option
 - Referral sites used

7. Time to tell your Broker – items to discuss (please have read your independent contractor agreement and be knowledgeable of what's expected and know your state law). (Do not talk to clients in contract currently with your brokerage... that communication has to come from the broker).
 - Not every Broker handles listings and current contract pending the same, some are money driven and keep them, paying you a 20–30% referral and some release them to go with you.
 - Some Brokers will work on a smooth exit strategy for everyone (1-4 weeks) and some terminate the relationship during this conversation. Be prepared for either way.
 - Transfer of your license.

8. Get to work :)
 - Start your announcement campaign
 - Do orientation/ onboarding
 - Introduce yourself to your new team!



READY TO GET STARTED?



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FOLLOW ALONG

